



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of:

Dean J. Blackketter, et al.

Serial No. 09/345,223

Filed: June 30, 1999

Confirmation No. 9972

For: METHODS AND APPARATUS FOR BROADCASTING )  
INTERACTIVE ADVERTISING USING REMOTE )  
ADVERTISING TEMPLATES )

Examiner: Rueben M. Brown

Customer No. 022913

- ) Art Unit
- ) 2611

## RECEIVED

FEB 27 2004

Technology Center 2600

Dear Sir:

In response to the Office action of November 21, 2003 (paper no. 15), please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 11 of this paper.